WEB DEVELOPMENT
BROCHURE

INFLUXIVE
TECHNOLOGIES

WHY WEBSITE DEVELOPMENT?

A website isn't just your online portfolio; it is the face of your brand which is there for all to see. You can't make a first impression twice! It gives you the opportunity to make a mark on a global level and enhance your credibility through effective business marketing. It is the doorway to 3.2 billion Internet users connecting with you in a click. Website development is the need of the hour as it facilitates:-

01 Effective communication with widespread customers.

02 Showcase of credibility and reliability.

03 Expansion of reach and brand building.

04 Convenient 24/7 accessibility of your business.

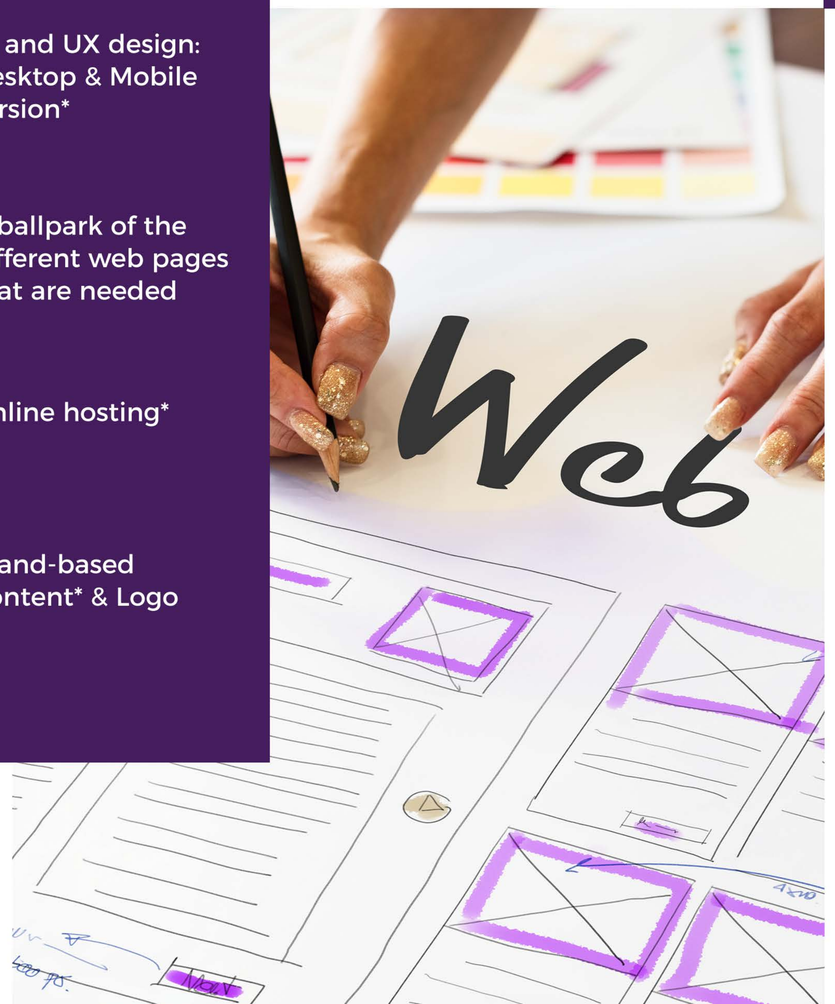
ABOUT US

Influxive Autonetics has always been at the forefront of technology, by keeping in line with international industry trends and protocols. Our web development team indulges in extensive research and analysis on a periodical basis to bring forth solutions that are cutting edge, contemporary and brand-exclusive.

PREREQUISITES FOR WEBSITE DEVELOPMENT

Developing a new stat -o-the-art website is no rocket-science. All you need is:-

- Domain name*
- UI and UX design: Desktop & Mobile version*
- A ballpark of the different web pages that are needed
- Online hosting*
- Brand-based Content* & Logo



WHAT WE DO?

We are involved in:-

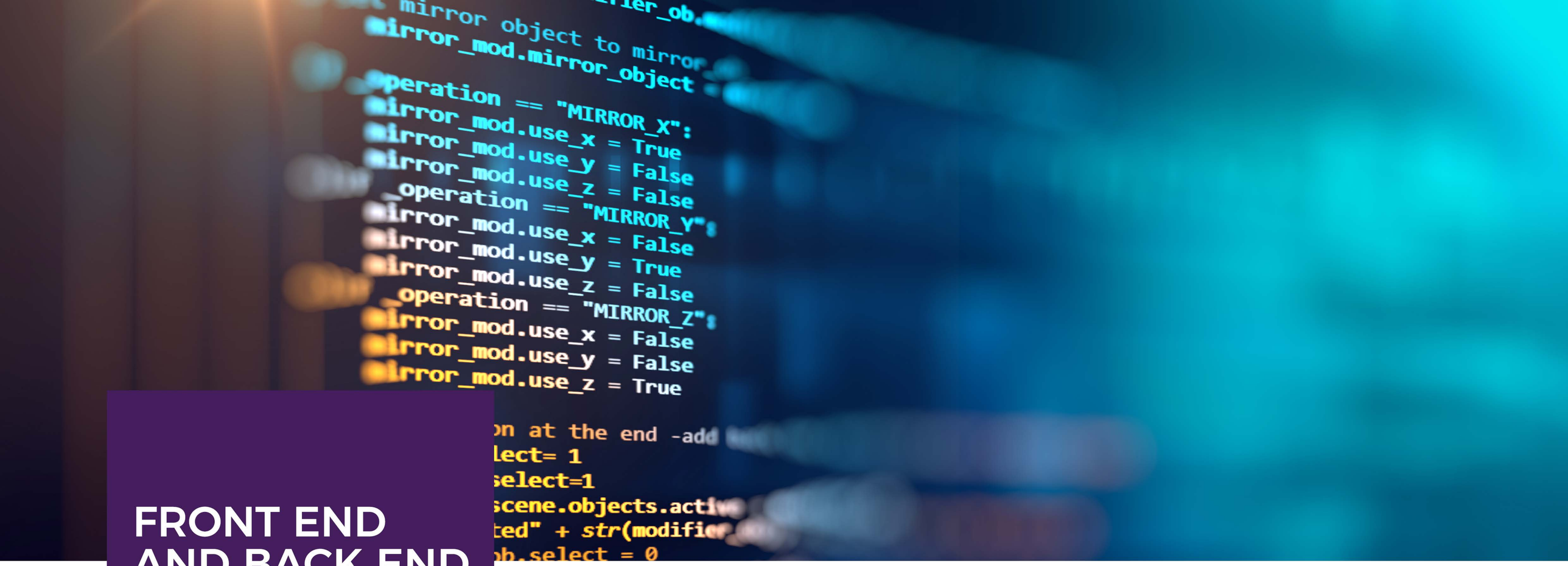
- Creating the backend architecture This is what forms the base of every web development project, hence needs to be spot on in line with the brand needs.
- Bringing designs to life via UI development We prioritise the interactions between the device and the end user via contemporary UI
- Integrating the backend with the FrontEnd. This is the final step of creating a wholesome byproduct.
- To ensure that the users enjoy a seamless website experience at a consistent speed.
- To make sure that critical user data is subjected to high grade security and privacy
- Writing and integrating intelligent APIs API is a kind of interface which has a set of functions allowing developers to access specific data or features of an application, OS or other services.
- Creating admin panel This is to give you full backend access and control of your website.
- Server side optimization (CDN and data optimization)
- Installing and writing security modules
- Website Deployment after testing Only after indulging in testing to figure out minor tweaks, take constructive feedback and make necessary changes.

HOW WE DO IT?

We follow agile process which incorporates dividing entire project into weekly/fortnightly sprints and then:

- Developing
- Testing
- Bug Fixing
- Releasing the Website Successively

Team collaboration is done via Monday/ Trello/Jira/Slack.

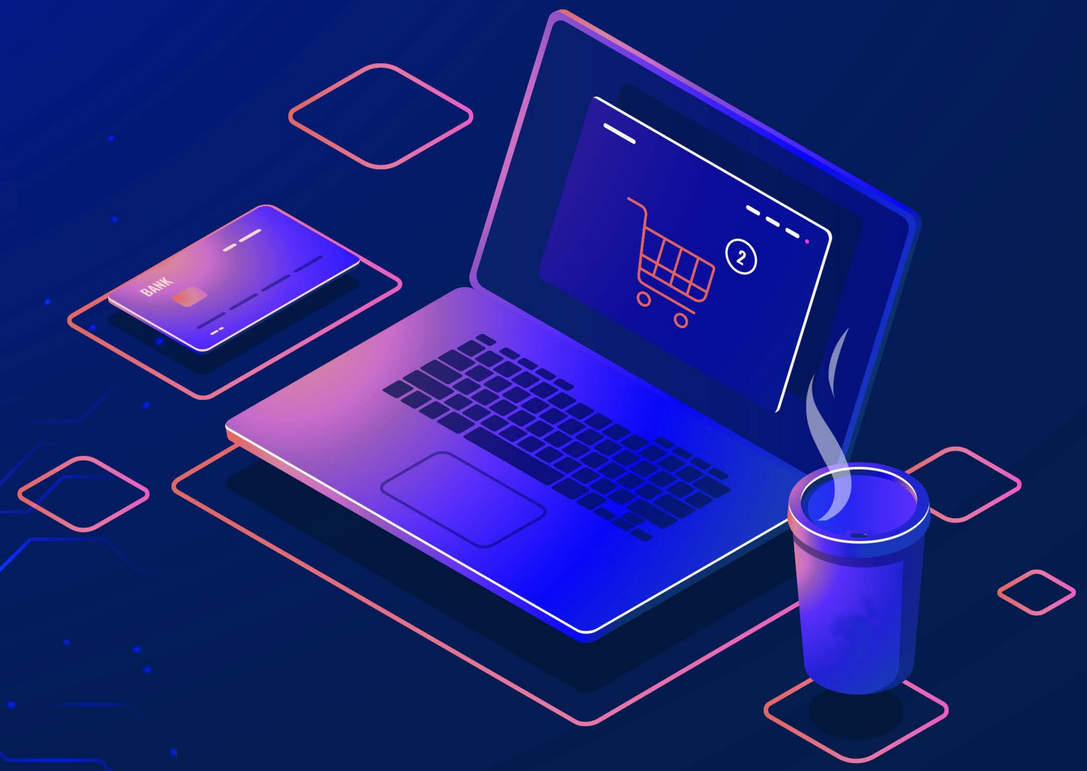


FRONT END AND BACK END TECHNOLOGIES

Front end development incorporates designing client's side, analysing code, debugging and ensuring seamless user experience whereas Backend development is confined to server side of development, taking care of a site's working environment.

- HTML/CSS/Bootstrap/JavaScript- These are some of the most prominent front end programming languages.
- Angular.JS- A backend programming language which is unit testable, providing data binding capability to HTML.
- Ionic- An open source framework which is easily maintainable and readable in nature.
- React- A framework with excellent responsive time and less memory usage.

- Mongo DB- This backend technology supports auto-sharing, multiple servers and failure handling.
- MySQL- Open source and free database popular for speed and reliability.
- PHP- A backend object oriented programming language, which helps to create dynamic apps.
- Python- A backend, object oriented language that is easy to learn.
- Ruby on rails- This open source framework is time efficient, containing many ready-made plugins and modules.



CUSTOMIZED DEVELOPMENT FOR E-COMMERCE

With e-commerce representing 14.3% of the total retail sales in year 2018, e-commerce platform is mandatory for the growth of your online business. There are a plethora of options for you to get your dynamic e-commerce store in place. We bring end-to-end management to the table, bolstered by secure transaction platforms. We work with:

- Shopify- A subscription based and self hosted platform providing ready to use modules.
- Magento- Available in both community and enterprise edition, it facilitates customization of existing modules and provides a platform to execute SEO more efficiently than other platforms.

CUSTOMIZED CMS DEVELOPMENT

It is the content which can save a business from hustling through the tough competition and captivate the audience. A customized content management system runs faster, is scalable, flexible and provides powerful solutions. We develop easy to use CMS solutions using:-

- Drupal- With flexible architecture, high security and multilingual nature, Drupal is one of the front-runners when it comes to CMS development.
- Joomla- Robust in handling extensive and complex content, this is a highly scalable open source CMS platform.

USE CASES

BIKKR

The Probem statement:

To create a digital enterprising model enveloping super bikes and premium motorcycle lovers across India.

Solution We created:

After doing extensive research on the super bike owners in the target area, we understood their different phases as a consumer, which helped us create a responsive website, catering to the need of this niche community.

It is essentially a landing page-oriented website wherein we're taking in key details from the end user at the first instant itself, helping us build this community and serve them better in the long run, using a minimalistic and clean design approach.

PUJA NAYYAR

The Probem statement:

To create a market-based website in order to give relevant info to students who are looking to study overseas.

Solution We created:

- After understanding client offerings to the T and detailed competitive analysis, we found out that a simple yet informative design will be a difference maker here, given that the brand is targeting students internationally.
- So, we focused on building dynamic landing pages for lead generation right from the off; through proper funneling and segregation.
- Also, from an end user's perspective, we simplified the process of looking through multiple countries, universities and respective courses.

MEDWAY
EDUCATIONAL CONSULTANT (P) LTD.

The Probem statement:

A highly accomplished designer wanted to enter the online fraternity with a seamless and intricate website which does justice to her flamboyant designs.

Solution We created:

We helped build a design that showcases the conceptualization and development of delicate embroidered ensembles in their purest form.
First, we finalized a celebrity to endorse the brand in order to get that traction and engagement, then we segregated collections and showcased them individually with easy-to-navigate product and category pages.

- The key aspect was to highlight the amalgamation of design and tailoring, something which the brand abides by in every product they come up with.

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